

# RICK MAKOUL

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## Digital Visual Designer - UI

Self-motivated, enthusiastic and results-driven digital designer with over 10 years of experience in UI Design, web, digital product design, and graphic design artistry. Excelling at visual language and bring my proven track record of successfully crafting, managing and bringing top-of-class design projects to market with cutting-edge strategies. My design methods helped drive goals for OKRs/KPIs, attract and increase web traffic, efficiently bring products to market, boost project accuracy, and uplift team's output metrics.

## Work History

**Sr. Digital Designer-UI&D** 03/2023-02/2024, Contract: Los Angeles

### The Marketing Store (TMS)

- 100% accurate and consistent UI digital design deliveries for all agency campaign projects each month for one year; resourceful and positive impacts on team outputs.
- Improved UI and brand experience for Fortune 500 company projects, most notably for McDonald's Food Corp. agency projects: Design Systems, UI Design, design system documentation and UI localization. Additional duties in Art Direction.

**Sr. Digital Designer-UI&D** 10/2021-02/2023, Contract: Los Angeles

### Analog Devices (ADI)

- Delivered on average 15% increase in UI website content output, infographics and layout efficiency; compared to the prior 2 years.
- +3% YoY elevated visitor-metric, KPI results from my newly designed UI web pages.
- Management of projects as well as the look and feel for agency projects from concept-execution to completion; quality focus on UI Design consistency.

**Sr. Visual Designer** 01/2021-07/2021, Contract: Los Angeles

### Limeade

- Executed UI digital designs and delivered each with pixel-perfect results; 100% Quality Control accuracy and consistent digital design outputs for 6 months.

**Sr. Visual Designer** 01/2020-05/2020, Contract: Los Angeles

### BQE Software

- Designed for brand strategies across UI and digital content design to help solve SaaS business objectives and marketing strategies.
- Tailored successful UI visual design deliveries across 360° marketing campaigns.

**Sr. Visual Designer** 08/2019-01/2020, Contract: Los Angeles

### BeamLabs-Guardian

- Successfully ideated, designed and built UI for eCommerce, brand story and digital visual content for Amazon Marketplace and website design.
- Led, designed and managed team collaborations for national packaging design campaign for Sears/Craftsman; completed and delivered projects in record time.

**Lead Graphic Designer** 07/2017-07/2019, Los Angeles

### AFC Corp

- Owned designs and project management for on-brand strategies into precise, efficient and clear visuals with impact-focused content deliveries for Digital, UI, Print.
- Grew and led consistent design team improvements for omni-channel projects - improved design team accuracy and output consistently over a 2 year period.

## Skills

### Design Tools

Adobe CC • Figma • Sketch • Abstract  
Axure • Zeplin • AirTable • CMS-DAM  
WorkFront/Asana • MS365 • Blender3D

### Visual Design Proficiencies

UI Design with UX Knowledge • Web-Mobile Design Systems • Art Direction • Illustration Wireframes/Mock-ups/Prototypes Responsive • Generative AI Print • Mograph • Core html/css

### Soft Skills

Collaborative spirit • Adaptable designer On-time deliveries • Biased towards results • Granular attention to details Resourceful problem solver Positive attitude • Passion for creativity

## Education

### California Institute of the Arts

Certification: UI/UX Design

### The Art Institutes of York, PA

AAS Degree in Visual Design and Graphics

## Current Level-up courses

### Awwwards Academy

Systems Design, UI/Product Design Mindset, and Art Direction

### Scrimba

UI&D using markup and responsive code

## Testimonials

"Great team attitude...Strong work ethics"

"A solid partner...Very thorough"